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ABSTRACT

This book outlines the toll binge drinking is taking on college campuses and suggests steps that can be taken to take action against the binge drinking that has become part of college culture. The chapters of part 1, "The College Drinking Environment," are: (1) "A Culture of Alcohol"; (2) "Where's the Party?"; (3) "College Sports and Alcohol"; and (4) "The Problem of Underage Drinking." Part 2, "Big Alcohol," contains: (5) "Selling Alcohol to Students"; (6) "Advertising to Generation Next"; and (7) "Alcohol 'Education'." The chapters of part 3, "The Bottle and the Damage Done," contains: (8) "Alcohol's Effect on Body and Brain"; (9) "bad Behavior under the Influence"; and (10) "College Women, Sex, and Alcohol." The final section, "A Call to Action," contains: (11) "What Students and Schools Can Do"; (12) "What Parents Can Do"; and (13) "What Communities Can Do." An appendix describes the 2001 Harvard School of Public Health College Alcohol Study. A "Resources" section lists 28 organizations that can help in the effort to combat college drinking. (Contains 218 endnotes.) (SLD)